



For Immediate Release

Contact: Mary Ann Sabo
Sabo PR, 616.485.1432
or
Brian Greenleaf
Sabo PR, 906.221.9174

Visitors Invited to “Come Savor Rockford” With Launch of New Video, Campaign

Rockford, Michigan, November 20, 2017 – The City of Rockford is rolling out the red carpet with the debut of a new video that showcases it as a destination for more than a dozen different reasons – everything from its fine dining and boutique shops to the Fred Meijer White Pine Trail State Park that winds through its charming business district.

The theme of the video, “Come Savor Rockford,” is designed to attract visitors seeking a place to explore, wander, linger, connect and indulge in a wide variety of options that delight the senses.

“Everyone who lives here knows that Rockford is dynamic city, and from time to time, we like to remind others what a special place it is to experience,” said Thad Beard, Rockford city manager. “This campaign and video are designed to draw folks to our city as part of an ongoing effort to acquaint – or reacquaint – them with all the remarkable reasons why we’re worth the short drive.”

The video – which can be viewed at <https://www.facebook.com/111324172244438/posts/10154876725552204>, packs a lot of punch into just 64 seconds, featuring panoramic views of the Rogue River, as well as enticing close-ups of touchstones such as Rockford Brewing Company, Kimberly’s Boutique, Jade, Herman’s Boy, Great Northern Trading Company, The Sweet Tooth, Aunt Candy’s Toy Company and restaurants like The Green Well and Ramona’s Table.

The film also provides a sneak peek at what The Corner Bar – a historic institution and home of the Hot Dog Hall of Fame – will look like once it’s rebuilt from a fire that destroyed much of the building this past summer.

“For a city of some 6,100 residents living within four square miles, we’re proud of the wide array of businesses and attractions we offer,” said Linda Southwick, executive director of the Rockford Chamber of Commerce. “In all four seasons, there’s something exciting to experience here—from the retailers to the farmer’s market to the Fall Harvest Festival to the Santa Claus Parade to all the different ways you can enjoy the White Pine Trail.”

The city anchors a school district that encompasses 100 square miles, and also boasts a relatively new Rockford Area Museum whose entrance is now graced by a statue of John C. Sjogren, a veteran of World War II and Medal of Honor recipient.

Other notables who hail from the city include Good Morning America meteorologist Ginger Zee, world-ranked distance runners Dathan Ritzenhein and Jason Hartmann, and National Football League standouts Joe Staley, Ben Braden, Adam Kieft and Parker Ehinger.

Located just 14 miles north of Grand Rapids, most of Rockford's retail shops and restaurants are within easy walking distance of main parking areas.

To learn more, visit www.SavorRockford.com.

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